

Sports Event and City Governance

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Abstract

The research object is to explore the theoretic relation between sports event and city development. 2010 Asian Games in Guangzhou is case to explain. Material document, inductive and deductive method are used to draw a conclusion. Sports event is the catalyst of city development. It will impose the different impact according period, space and actor. First, the function of sports event is the transition from international politics to local politics, regional economy and social culture in different period. Second, the function is different from the former industrial city regeneration in UK, the high-grade industrial city prosperous in USA, the city community rebuilding for economic transition in Germany, etc. 2010 Asian Games in Guangzhou is behalf of industry structure transition and upgrading, regional city centre building, social administration and city operation. The social effect will more than economic effect compared other cities.

Key words: Sports competition, city governance, 2010 Asian Games, Guangzhou

1 . Background and Method

International sports event is rising popular in recent years. Olympic Games, World Cup, Asian Games, World Championships become the topic and sports participation style. They evolved to city competition. 2004 Athens Olympic Games gave the world strong impression by the brilliant civilizations of ancient Greece and promote the Greek tourism. But it left heavy debt to the Greek people too. 2008 Beijing Olympic Games, National People was excited and Beijing residents received the benefits including convenient transportation, high-level venues and popular sports culture. 2009 World Cup gave the joy and confidence to the African people. 2010 Guangzhou Asian Games changed the image of

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Guangzhou, enhanced the public recognition and created a new image and a new life in Guangzhou.

International sport events evolved from Europe, United States, Then extended to Asia, Africa and other developing or backward countries. Modern sports experienced the early specific class entertainment, international political World War II, the commercial operation and city competition. From the national to the regional or city, the government-led to a combination of government, business and civil society organizations. Local governor changed from Managers to operators. International sporting events are increasingly concerned by the city governor. It can improve public identity, establish a city brand, promote economic growth, improve policy integration etc. (Dunning, E., 1999). However, different period, groups and regions have the different impacts

What is the relation between sporting events and urban governance? How about Guangzhou experience? What is the logic of the operation of the Guangzhou Asian Games to promote urban governance? Methods drew the conclusion based on the literature review and logical deduction.

2. The Catalyst of City Development

Period Dimension

International sports events from the developed capitalist countries industrialization, technological progress, industrialization changed the time and space, sports play the important role of the life style. However, following the economic recession occurred of the early industrialized, sporting events, exhibitions became the means of urban regeneration. For some of the late industrialization city, manufacture relocating, modern service industry rising, sport became an important part of the modern service industry and stimulated employment, tourism, consumption, etc.

Host the sporting events competition lies in countries. Such as Olympic Games, it can promote the international political relations, show the national strength, ideology and culture. From the 1950s to the mid-1980s, the political system, national sovereignty and prestige are intertwined. This period, Olympic Games as a tool to pursuit national political interests and achieve national political objectives (Hai Ren, 2006). Tokyo Olympics give the opportunity to rebuild its international status. Seoul Olympic Games promote the political democracy in South Korea, giving position in international politics.

In the 1880s, the rich and the male dominate sports participation. Polo, yachting and tennis are popular except for baseball (Kurkjian, T. 2000). Subsequent decades, Professional sports and commercialization promote participation and clubs rising. City governor pay more attention to sports events especially professional events.

In the 1980–1990s, sport events become prosper. On one hand, economic demands come from industry structure changed. Sports professionalization and commercialization apply to transition and became a new economic activities in promote city development. Developed counties, city governor compete for hosting sport events (Leitner, H., 1990). On the other hand, social demands come from city image and public facilities. People focus on the city surrounding, transport, and recognition. Sports events gave the chance for residents (Michalis Kavaratzis, 2004). Industrialized city renamed as post-modern fascinating city. Recreation, dreams, marketing are the characters (John Hannigan, 1998). Sports as a kind of culture commodity extend city space and promote city competitiveness (Misener & Mason, 2006). In USA, entrepreneur and athlete try to transform the sports from luxury recreation to popular culture, because they need more consumer and profits (Gildea, William, 1999). NHL, NBA, MLB, NFL, FA Premier League and world cup play an important role on promoting national or local economy. Local government manage and operate the city through sport events, it can enlarge the city impact, appeal attention, rebuilt city image and strength civil recognition.

OECD countries, sport promote economic development, the sports industry share 3% GDP. Sports culture is the part of lifestyle of residents, 2/3 of them watch 1996 Olympic Games in Atlanta (Chris Gratton, Ian P. Henry, 2001). Sports and politics relation changed from international politics to regional politics and policy tools (Chris Gratton, Ian P. Henry, 2009). Sport events increasingly being regarded as have economic, political and cultural significance. Bidding host sport events gradually transferred city governance mechanisms (Sala, O.E. and J.M. Paruelo, 1997). Sport as a public welfare service weakened, replaced as the city's enthusiastic city marketing through building stadiums, promoting tourism and driving inward investment.

From the period dimension, sports event function evolved gradually. First, political function not weakened but changed the forms. The content evolved from the political hegemony of political communication. Actors evolved from the national to local. The relationship between the state and local changed from the national political tool to local governance. Second, economic function increased continuously and enriched the content. From the sports economy (tickets, sponsorship, broadcasting rights) evolved into a diverse economy, such as tourism market, labor market, infrastructure, frequent social and cultural exchanges and public recognition. Third, social culture exchange frequently, residents cognition improving. Western and eastern Sports grew integration. Participation actors are from a small number of professionals to civil residents, volunteers and media. Recognition also evolved from National to the region and community identity The benefits evaluated transited form more economic to the social and economic benefits to co-exist.

Space Dimension

Sporting events are pursued from the developed countries extended to developing countries. The function evolved gradually moving from the state or national political towards urban governance (Chris Gratton, Ian P. Henry, 2001). Urban governance mechanisms also differ. Following is the several typical urban governance models.

Urban renaissance UK, in the late 1980s the second round of the British sports investment began, some cities sports development-oriented regional and economic development promotion programs, and promote the city real estate (Baade and Matheson, 2004a). Britain's most industrial cities to follow the strategy, and develop the city's flagship program, organizing sports events to attract more visitors came to the city, and prosperity and the decline of the early industrialized cities (Cochrane et al., 1996; Chapin, 2002). Sporting events promote city economic recovery (such as the United Kingdom, Glasgow, Sheffield, Manchester and Birmingham), expect drive the construction of urban infrastructure, especially large-scale sports facilities construction (Chris Gratton, Ian P. Henry, 2009).

Urban prosperity in USA, in the 1970s and 1980s, sporting events like the major cultural and commercial center, become an important tool of urban prosperity. Stadiums help to create a city center and included in urban development plans. These renovated or newly built stadiums create more opportunities to attract more sports event and professional sports teams located in the city. Sporting events promote the development of urban infrastructure. Local government is competing for the construction of the luxurious stadiums in order to obtain city prosperity. A policy research showed that major sports leagues in the 20th century, sports venues have been made for more than 20 billion U.S. dollars, approximately \$ 1.5 billion public investment (Keating, 1999). Interactive development of stadiums and sports events, they upgraded infrastructure, appealed labor force and provided new development opportunities for urban tourism and exhibition industry development demanding.

Urban communities in Germany, sport events give chance and free choice to the volunteers, government's public service departments, private organizations or individuals to expand sports participation. Local governments provide the public services and the legal system. Sport events is a chance to cultural communications. Financial protect the rights of vulnerable groups. All things respect the local autonomy and to form a harmonious community (Bowers., Stephen R., 1976) Hamburg, many traditional games of major sports events, local residents look them on as a folk festival to celebrate. Hamburg Masters golf tournament, hockey tournament, beach volleyball, Marathon Hamburg bike, the World Cup Classic and other events are held fixed in Hamburg. the community life of the sports club is an important part of people's lives, these sporting club volunteer organization

became an important feature of German social life (Annette Zimmer., 2010). Sporting events to promote the formation of community, sports clubs is an important place.

Actors Dimension

Public Manager

Sports events is a catalyst for urban development, because local government could get public support and other income (Maassoume Barghchi, 2009) British, the city has no right to decide how to use the tax, but through sport events they can have the chance get the national public funds or public private partnerships (Suzuki, 2007). Sports system in British history is social management. The federal government have insufficient public services and policy choice. The city bid for hosting sporting events in order to increase the central government support facilities and improve public service. 1996 Atlanta Olympics, the United Kingdom set up a "Culture, Media and Sports Ministry to absorb the coalition government institutions management, strengthen sports public service. The central government decentralization, the federal government participated deeply and increased capital investment, both mass sports and competitive sports. As media events, sporting events, such as the Summer Olympic Games and FIFA (football World Cup), raising the city's identity and policy identity, by changing the social environment to build a meaningful way of life, reduce conflict and instability in the broader community identity through sporting events. Sporting events is more large-scale cultural events, and significant feature of public participation and international significance (Roche, 2000 : 1,225) Different functional teams with organization of the tournament bid for the construction of sports venues and related facilities, the opening ceremony, closing ceremony, coaches, athletes, etc., must focus on a target, people work together to mutual needs of different groups in order to achieve a community Community.

City Operator

Local governments strive to the right hosting the various international sporting events, mainly because the local government role shift from managers to operators, local government, namely entrepreneurs (Maassoume Barghchi, 2009) This phenomenon can be described as "municipal capitalism" the public sector gradually from the urban development of a "facilitator" to "operator" (Chapin, 2002) American cities, the city's autonomy and financial independence make them compete each other. Of course, an important means of votes. Many cities to develop the economic stimulus plan of the Olympic Games, Asian Games etc. but with the changes from sports globalization. Sport events social significance is obviously recognized by different experts. Power relations between national, super-national sports organizations and sports business and media,

urban ideology and culture are produced (Maassoume Barghchi, 2009).

City Governor

Local government as one of the organizers of sport event, they play a government regulators during the preparation and holding sport events. They must responsible for the transport, infrastructure, tourism, media and security. In addition, whether it is urban renaissance or prosperity, they expect sporting events to bring the combined effects such as the direct economic benefits to the city, rebuilt a profound impact, attract tourists and investors, improve the urban competitiveness, raise the community pride and urban identity and promote a more harmonious society. Besides, sports promote social health, strengthen the private and public sector linkages and improve social relationships networks (Gábor Kozma, 2009) Therefore, local governments reflect the dual role of city managers and city operators. They are more like city governors.

3 . 2010 Asian Games in Guangzhou

A catalyst of industrial restructuring and upgrading

Since China reform and opening up, Guangdong Province manufacturing became a world factory. Foreign economy and private economic interaction manufacturing significantly enhance the export. Rapid industrialization, secondary industry increased significantly and entered the advanced stage of industrialization, per capita GDP reached \$ 13,006 in 2009, urban residents per capita disposable income reached 27,610 Yuan. At China Eleventh Five Year Plan period, the GDP and industrial structure of Guangzhou the average growth rate is 13.6%. First sector industry share 1.2 percent, second sector industry share 13.4% and the third sector industry share 14.7%. City face to the industrial restructuring and upgrading, high-tech industries and strategic emerging industries in the PRD integrated development plan-led cities. International experience shows that sports industry is driven by modern service industry. Sport events stimulate infrastructure investment, drive tourism industry and promote high-tech electronics and information industry. Therefore, the Asian Games restructuring and upgrading of the catalyst as a world-class large-scale sporting events.

A catalyst of regional urban centers

Beijing is an international political and cultural center, the 2000 Beijing Asian Games, 2008 Beijing Olympic Games is sufficient to verify the sporting events of international political influence. Of course, sports events left to the development of Beijing landmark, the city's function zoning re- positioning, convenient infrastructure, good public

services. Shanghai World Expo brings a new round of economic, social and cultural prosperity. Guangzhou is the core of the Pearl River Delta urban agglomeration, the 2010 Asian Games make Guangzhou re-location a centre in the Pearl River Delta region both regional economic development and urban agglomeration. At China Eleventh Five Year period, Asian Games is an important platform to enhance regional competitiveness, promote a new image of the Pearl River Delta region. Guangdong Province promote the Pearl River Delta integration planning Guangzhou is positioned as the center of the city of the modern service industry. Asian Games do good to the Guangzhou, Foshan, Zhaoqing integration circle. It also accelerate the linkage with two other city circle. Besides, it speeding up the process of integration of Guangdong, Hong Kong and Macao.

A catalyst of urban governance

Compared with other countries, China financial tax system permit local government have some financial control right. But they have to be supervised by the central government, such as subways, airports, highways, facilities etc. Hosting international sport events contribute to these projects approved. Traffic infrastructure in Guangzhou make the public recognition about government policies. They help to improve the legitimacy and maintain the image of the local government as a city manager. Guangzhou Municipal Government through the re-planning of the urban functional areas. The overall planning of urban development, combined with the construction of the stadiums, the formation of two city center “(the Asian Games City, University City, Olympic Center, the Tianhe Sports Center). Functional orientation clarity enhanced the overall positioning of urban functions. Transformation from the early industrialization and disorderly to the new CBD construction, they help to attract high-tech investors, promote industrial restructuring and the prosperity of the producer services and build a new residential area, the real estate industry to be promoted, the breakthrough early urbanization central urban space limit. Compared with 2000 Beijing Asian Games, 2010 Guangzhou Asian Games strengthen the corporate sponsors and the ratio of social contributions. The significance shouldn't be limited economic benefits but social results. Special Lingnan culture create the image of the city, it get social benefits greater than the economic benefits. Therefore, the Asian Games promote Guangzhou and Guangdong Government role transformation. From managers, operators to governors.

4 . Conclusion and Discussion

Sporting events is a catalyst for urban development and governance. At different time and space, different actors, sport events play different role. Period dimension, the

function become more diversified, from the international political function transition to the coexistence of local politics, regional economic and social cultural functions gradually. Space dimension, sport events help to the early industrialization urban renaissance, the advanced industrialization urban prosperity and the economic transformation urban communities. Actors in local government, their role changed from manager and operator to the governor. Guangzhou at a specific stage of economic development, specific regional urban centers, under the central and local relations, Guangzhou Asian Games by the industrial structure transformation and upgrading, shaping the regional central cities, government social management and the operating mechanism of city management complement each other were completed, compared with other cities, its social benefits than economic benefits.

Asian Games in Guangzhou, gold medals were criticized. How to build the community recognition by organizing sporting events? Guangzhou Asian Games aim to create a new life, sports participation is the active lifestyle, an important part of the Government's ability to protect the public sports rights to the people of Guangzhou? Continue to provide better sports facilities for the public? How to extend the sports volunteer organization? If these questions could be solved through the Asian Games was successfully held from the sport itself is concerned. Elite sports and mass sports must break the gold medal dominate position and from a long-term nationwide system of competitive sports in China.

China's rapid urbanization, the local government has always been large-scale activities (such as exhibitions, sporting events, cultural activities, etc.) as a catalyst for urban development, actively bid for hosting major events, theorists use "entrepreneurs" to explain the economic growth momentum in China's developed areas. However, they have to face to the public pressure, not only economic interests but also social benefits. Therefore, local governments must transfer from urban manager, operator to governor. Mega-events test their ability to govern the city. Therefore explore multiple resources and coordinate with multi-actors will promote the urban economy and society.

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